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FEB 13 1937

GLADIOLUS

1937



Lloyd's Gladiolus Gardens
Bremen, Indiana

GREETING

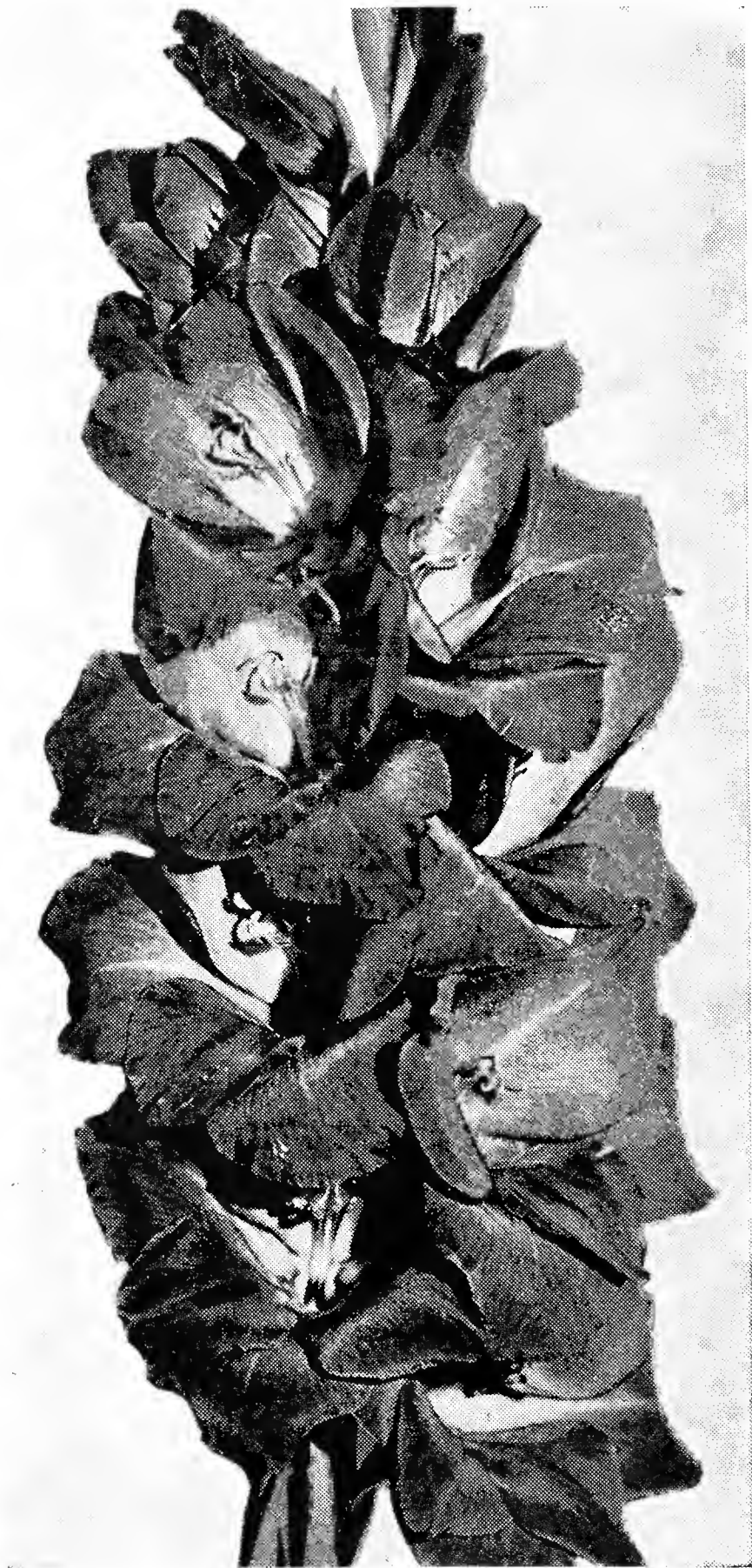


We wish to thank our many friends and customers; we appreciate your patronage and hope to please you always. We also appreciate the many fine letters complimenting our varieties.

We are offering four new varieties this season that are all outstanding, and hope you will enjoy growing them.

Yours for a Successful 1937,

LLOYD O. ZIMMER.



BARON MUNCHAUSEN

INTRODUCING
THE BEAUTIFUL NEW GIANT
GLADIOLUS

BARON
MUNCHAUSEN

1937

Baron Munchausen (Zimmer) Large Exhibition. Attractive Scarlet with slight marking of Rose in the throat. Tall strong grower with eight to twelve florets of enormous size open at once. Blooms in about eighty-five days. This variety sets seed easy and carries the enormous size to its offspring; therefore very valuable for hybridizing. Price for any size bulb \$25.00. No bulblets for sale this season. This will also be our price for 1938. With no bulblets for sale. We will offer \$10.00 in cash for the best spike of Baron Munchausen exhibited at any 1937 Gladiolus Show in the United States or Canada.

“Zimmer’s For Winners.”



JUST RITE

JUST RITE

1937

Just Rite (Zimmer) Decorative medium tall. The most dazzling Scarlet red that I ever saw. Eight to ten blooms open at once on a twenty bud spike. Blooms in about eighty days. I named a Gladiolus Just Rite in 1929, but lost the entire stock by freezing so will introduce this variety under the name of Just Rite. Bulbs all sizes \$2.50. No bulblets for sale this season.

"Zimmer's For Winners."



ALLAGLOW

ALLAGLOW

1937

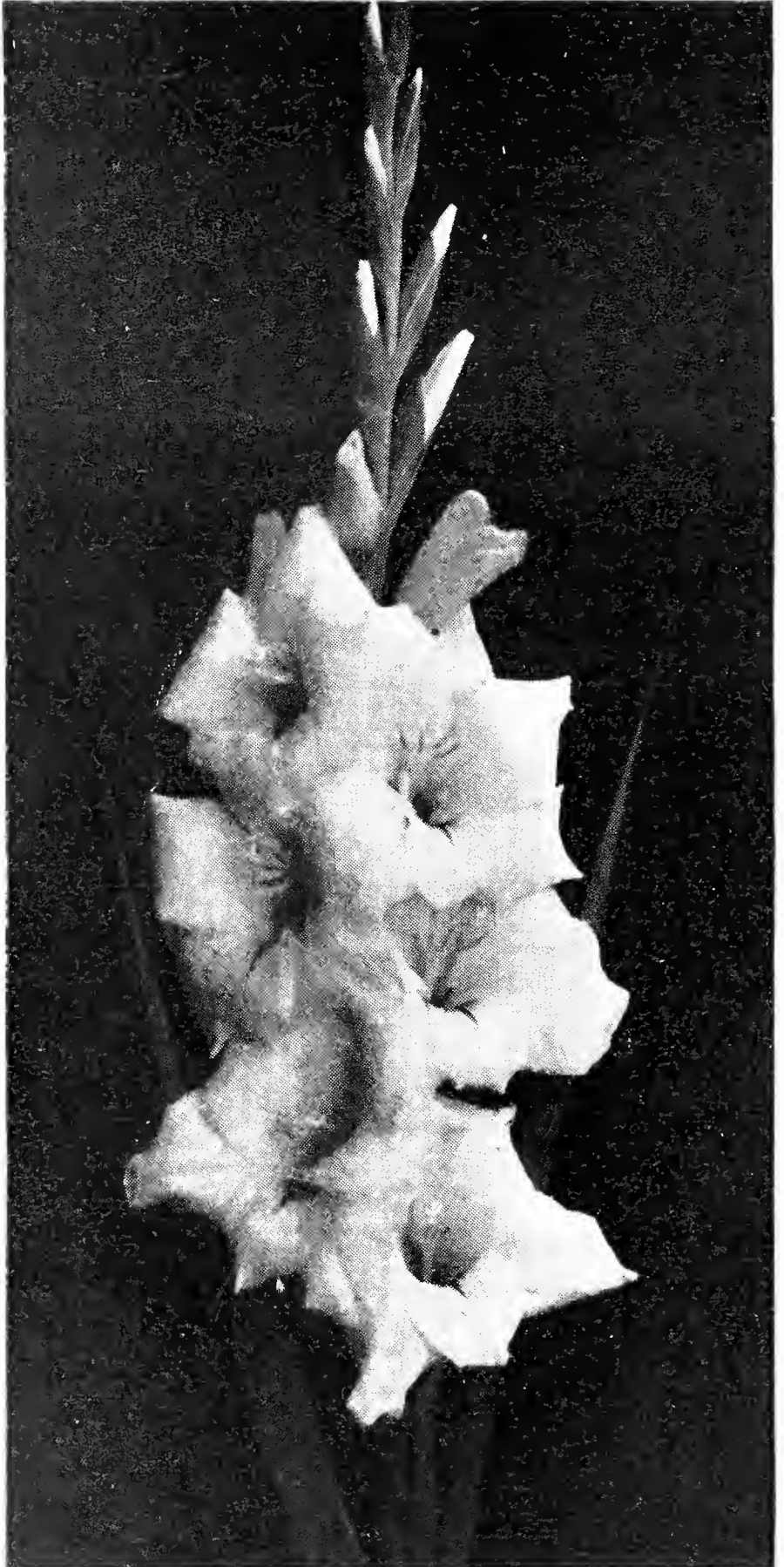
Allaglow (Zimmer) Decorative medium tall Bergonia Rose with dark Rose blotch. Spike usually has eighteen to twenty buds all showing color with many open at once. This variety blooms in about seventy-five days. Bulbs any size \$2.50. No bulblets for sale this season.

INDIAN PRINCESS

1937

Indian Princess (Zimmer) Decorative tall Tyrian Rose ruffled. This is a seedling from Queen of Bremen with Dream o' Beauty the pollen parent. Indian Princess has discarded the faults of both parents. Has a nice straight spike with blooms well placed. Blooms from small bulbs and large bulblets. Fast propagator and bulblets germinate very easy. Blooms in about seventy-five days. Price any size bulb \$2.50. No bulblets for sale this season.

"Zimmer's For Winners."



BOB WHITE

GLADIOLUS

DESCRIPTIVE LIST

DREAM O' BEAUTY (Zimmer)

Beautiful Tyrian Rose. Large Exhibition type with many blooms of extra good substance open at once. Strong healthy plant producing large bulblets which germinate well. Blooms in about eighty days. Per doz. L 50c; M 40c; S 25c.

"Zimmer's For Winners."

BOB-WHITE (Zimmer)

Exhibition type. Pure white with Rhodamine purple feather on lower petal. Produces many small bulblets which germinate well. Blooms in about ninety days. Per doz. L \$1.00; M 75c; S 50c.

"Zimmer's For Winners."

MISS MARION (Zimmer)

Large Decorative type. A deep lavender with a cream throat marked with deeper lavender. Tall straight spike that never crooks, twenty to twenty-five buds with eight to ten florets of good substance open at once, fine propagator and blooms in about seventy days. This lavender has an unusual value as a cut flower. Price per bulb L \$3.00; M \$2.00 S \$1.25. Bulblets each 30c; 10 for \$2.50.

QUEEN OF BREMEN (Zimmer)

Amaranth Pink Primulinus. Tall spike with five to seven blooms open at once. Fast propagator. Blooms in about seventy days. This variety blooms well from small bulbs. Per doz. L 25c.

ALAYNE (Kinyon) Decorative type. Beautiful light rose with darker blotch. Nice straight spikes with six to eight blooms open. Blooms in about ninety days. L \$2.00. Bulblets 3 for 25c.

BETTY NUTHALL (Salbach)

Coral pink with pale yellow throat markings. Grows tall with strong heavy foliage. Rapid propagator. Good commercial variety. Blooms in about 110 days. L per doz. 50c; M per doz. 40c; S 25c.

BLUE ADMIRAL (Christ)

Thrifty growing violet blue. With large wide open florets. Considered one of the best blues. Blooms in about eighty-five days. Bulbs each L 25c; M 15c; S 10c. Bulblets 100 for \$1.50.

DEBONAIR (Palmer)

Decorative type. Tall growing, La-France pink shading to shrimp pink, cream throat. Grows better than Picardy in our field. Blooms in about 100 days. Per doz. L \$1.50; M \$1.00; S 75c.

HERITAGE (Ristow)

Exhibition type. Pure pink, lighter in the throat. Eight to ten large blooms open at once. A prize winner. Blooms in about ninety days. Each L 50c; M 40c; S 25c. Bulblets 10 for 25c.

MARMORA (Erry)

Lavender grey with pale purplish blotch. Large flower and fine placement. Blooms in about eighty-five days. Per doz. L 50c; M 40c; S 25c.

MAID OF ORLEANS (Pfitzer)

Milky white with cream throat. Tall grower. Blooms in about eighty-five days. Per doz. L \$1.00; S 50c; Bulblets 100 for 25c.

MISS NEW ZEALAND (Julyan)

Exhibition type. Apricot salmon suffused with rose. Peach color blotch in throat. Eight to ten blooms open at once. Blooms in about ninety-five days. L \$1.50 each. Bulblets 4 for 25c.

MRS. LEON DOUGLAS (Diener)

Exhibition type. Salmon rose flaked scarlet. A beautiful variety that always grows large. Blooms in about ninety-five days. Per doz. L 50c; M 40c; S 25c.

PELEGRINA (Pfitzer)

Large deep violet blue. Six or more blooms open at once with all the rest of buds showing color. Blooms in about eighty-five days. L per doz. \$1.00.

PHYLLIS McQUISTON (Stewart)

Tall shrimp pink, lighter throat. Fine variety. Bulbs each L 20c; M 15c; S 10c. Bulblets 20 for 25c.

PICARDY (Palmer)

Soft shrimp pink, light flesh pink blotch. Heavy propagator. Large florets. A prize winner everywhere. Blooms in about ninety days. Per doz. L 50c; M 30c; S 15c.

PRAIRIE GOLD (Corrington)

Tall deep yellow. Straight spike. Strong grower. A prize winner at the National and Illinois shows. Unusual color. Blooms in about eighty days. Each L \$2.00; M \$1.50; S \$1.00. Bulblets each 25c.

PYTHIA (Kunderd)

Exhibition type. Large red that always comes nice and straight with good placement. Fine plant with six to eight open. Blooms in about eighty-five days. Per doz. L 50c; M 25c.

STAR OF BETHLEHEM (Pfitzer)

Large white with tinge of cream in throat. Tall spike with six to eight florets open at once. A fine early variety. Blooms in about seventy-five days. Each L 25c; M 15c; S 10c. Bulblets 15 for 25c; 1,000 for \$10.00.

WASAGA (Palmer)

Beautiful buff. Never flecks. Slightly ruffled. Blooms in about ninety days. Per doz. L \$1.00; M 50c; S 25c.

SPECIAL MIXTURE

A fine collection of Gladiolus bulbs in many types and colors. Will make a beautiful display in your garden. Contains early, medium and late varieties, giving a long, blooming period. Unlabeled collection, Price per 100, \$2.50; 50 for \$1.25.

All bulbs sent prepaid.

LLOYD'S GLADIOLUS GARDENS

Bremen, Indiana

SOCIETY APPLICATIONS

Be sure to join your local or state Gladiolus Society. I also recommend that you join the New England Gladiolus Society.

Please enroll me as a member of the New England Gladiolus Society. Mail this coupon to Albin K. Parker, Secretary, Norwood, Mass.

Enclose \$1.00 for ASSOCIATE MEMBERSHIP which will include a copy of the regular edition of "The Gladiolus 1937."

Enclose \$2.00 for PARTICIPATING MEMBERSHIP which includes a specially bound copy of "The Gladiolus 1937" and all additional publications to be issued during 1937.

Enclose \$5.00 for SUSTAINING MEMBERSHIP which includes one copy specially bound edition and one copy regular edition of "The Gladiolus 1937" and all additional publications to be issued during 1937.

Enclose \$25.00 for LIFE MEMBERSHIP which includes all publications of the society including copy of specially bound edition of "The Gladiolus."

Amount Enclosed

Name

St. and No.

City or Town

State

<p>Indiana Gladiolus Society</p> <p>Membership Application</p> <p>I hereby apply for membership in the Indiana Gladiolus Society and enclose \$1.00 as annual membership fee, which includes the quarterly publications of the Bulletin.</p> <p>Name</p> <p>St. and No.</p> <p>City or Town</p> <p>State</p> <p>Mail this copy with \$1.00 to Palmer E. Mart, Secy., Argos, Indiana.</p>

Nappanee Bulb Graders

Large bulb grader with cradle, price \$75.00
F. O. B. Factory.

Small size hand grader per set of five,
price \$10.00 F. O. B. Factory.

Leaf Mould.

Nature's own fertilizer and soil restorer.
Ideal for Seedlings, Seed Beds and Rock
Gardens.

2 bushel sack Each \$1.00

5 2-bushel sacks \$4.00

Write for prices on larger quantities.

F. O. B. Northern Indiana.

Lloyd's Gladiolus Gardens, Bremen, Ind.

AN APPRECIATION

Indianapolis, Ind.

Sept. 30, 1936.

Mr. Lloyd Zimmer,
Bremen, Ind.

Dear Lloyd:

Just a word regarding the two spikes of Baron Munchausen you gave me. These spikes were laid in the back seat of the car and carried to Indianapolis from your planting. They were wilted upon arrival as no flower out of water could stand that heat.

I immediately placed them in water and much to my great surprise they revived perfectly and opened up and held nine and ten open florets for several days. Baron Munchausen looks good to me. If it performs for others as it does in your plantings it is the best red in its class.

Sincerely,

Paul T. Ulman.

Mr. Ulman is Assistant State Entomologist and Vice-President of the Indiana Gladiolus Society.

